

**EXHIBIT 1**  
**GX 2207**  
**(USAO\_00054770 - USAO\_00054875)**

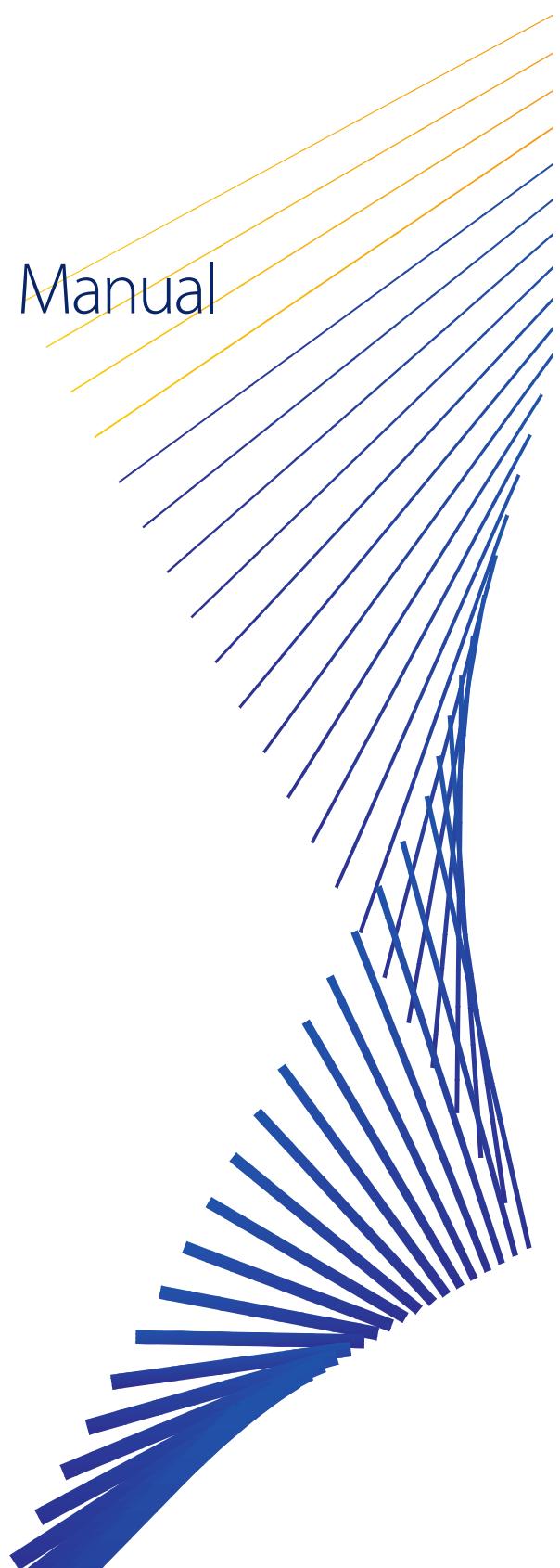


# Visa Merchant Data Standards Manual

Visa Supplemental Requirements

October 2019

Visa Public



USAO\_00054770

MCC	MCC Title/ MCC Description	Included in this MCC	Similar Merchants
	Merchants classified with this MCC sell a variety of products by means of house-to-house visits.		
5964	Direct Marketing – Catalog Merchant		
	Merchants classified with this MCC sell a variety of goods via catalogs and offer no means by which customers may purchase products in a face-to-face manner.		5965 – Direct Marketing – Combination Catalog and Retail Merchant
5965	Direct Marketing – Combination Catalog and Retail Merchant		5964 – Direct Marketing – Catalog Merchant
	Merchants classified with this MCC sell a variety of goods via catalog and one or more retail outlets. MCC 5965 is used for goods sold via catalog, while the MCC relevant to what is sold in the retail outlets is used for goods sold in the retail outlets.		
5966	Direct Marketing – Outbound Telemarketing Merchant		
	Merchants classified with this MCC sell a variety of products using outbound telemarketing methods, where the merchant initiates contact with prospective buyers via telephone or mailing (other than a catalog) that instructs the cardholder to contact the merchant.  This MCC excludes charitable organizations that conduct outbound telemarketing.		
5967	Direct Marketing – Inbound Teleservices Merchant		
	Merchants classified with this MCC sell information or content services (or goods sold through the service) that customers access via telephone or fax or over the internet.	Audiotext Merchants Videotext Merchants Digital Content Merchants Adult Content	4816 – Computer Network/Information Services
5968	Direct Marketing – Continuity/Subscription Merchant		
	Merchants classified with this MCC sell subscription products or services (such as book clubs, collectible series programs, and magazine/newspaper subscriptions) via "direct" mail.	Magazine Subscription ( <i>Direct Mail Only</i> ) Direct Mail Merchants	4900 – Utilities – Electric, Gas, Water, Sanitary 5969 – Direct Marketing – Other Direct Marketers (Not Elsewhere Classified) 6300 – Insurance Sales Underwriting and Premiums 7997 – Membership Clubs ( <i>Sports, Recreation, Athletic</i> ), Country Clubs, and Private Golf Courses
5969	Direct Marketing – Other Direct Marketers (Not Elsewhere Classified)		
	Merchants classified with this MCC sell products or services through a variety of direct response methods that include an order form or an address and/or telephone number the customer may use to place an	Classified Ads – Newspaper ( <i>Via Direct Marketing</i> ) Ticket Agencies –	7922 – Theatrical Producers ( <i>Except Motion Pictures</i> ) and Ticket Agencies

MCC	MCC Title/ MCC Description	Included in this MCC	Similar Merchants
		Services – Orthopedic Device Repair	7629 – Electrical and Small Appliance Repair Shops 7631 – Watch, Clock and Jewelry Repair 7641 – Furniture – Reupholstery, Repair, and Refinishing 7692 – Welding Services
7800	Government-Owned Lotteries (US Region only)		
	Merchants classified with this MCC are government-owned lotteries in the US Region that are registered with Visa to sell lottery tickets.		7801 – Government Licensed On-Line Casinos (On-Line Gambling)
7801	Government Licensed On-Line Casinos (On-Line Gambling) (US Region only)		
	Merchants classified with this MCC are licensed by a US government entity (and/or sanctioned and regulated by applicable legislation) and registered with Visa to sell virtual gambling chips or offer online gambling.		7800 – Government-Owned Lotteries
7802	Government-Licensed Horse/Dog Racing (US Region only)		
	Merchants classified with this MCC are licensed by a US government entity (and/or sanctioned and regulated by applicable legislation) and registered with Visa to sell on- or off-track wagers at horse- or dog-racing facilities.		
7829	Motion Picture and Video Tape Production and Distribution		
	Merchants classified with this MCC are business-to-business or wholesale producers and distributors of educational and industrial films and videos for exhibition and sale.	Distributor – Motion Picture, Video Tape Production, Distribution Educational, Training Film Production Film Production, Distribution Motion Picture, Video Tape Production, Distribution TV Commercial Production Training, Educational Film Production Video Tape, Motion Picture Production, Distribution	7399 – Business Services ( <i>Not Elsewhere Classified</i> ) 7841 – DVD/Video Tape Rental Stores 8999 – Professional Services ( <i>Not Elsewhere Classified</i> )
7832	Motion Picture Theaters		
	Merchants classified with this MCC operate movie theaters and sell tickets and refreshments, or sell movie tickets online.	Cinemas Entertainment – Movie Theaters Films – Movie Theaters	7841 – DVD/Video Tape Rental Stores 7922 – Theatrical Producers ( <i>Except Motion Pictures</i> ) and Ticket